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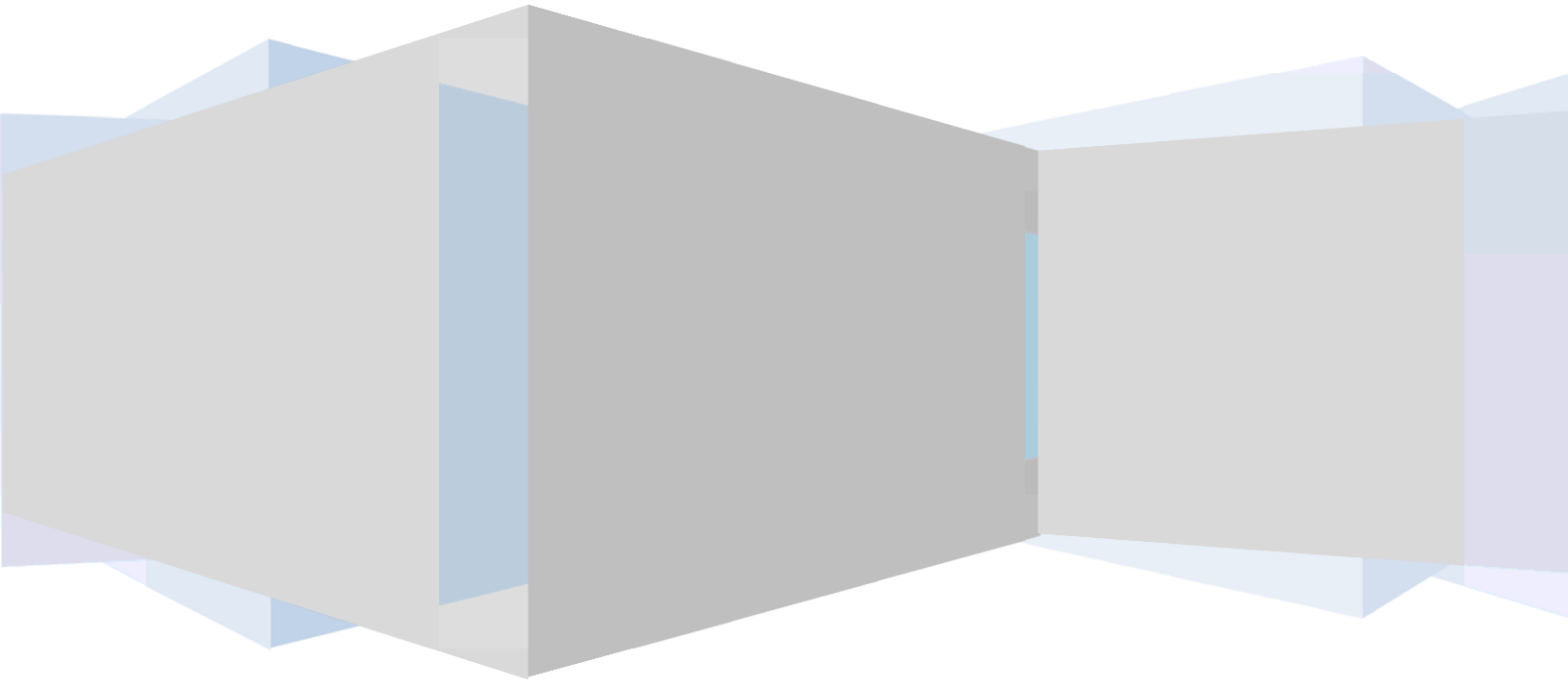
SkyGlue User Manual

SkyGlue Technology Inc.



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2 What is SkyGlue?

SkyGlue is an extension of Google Analytics event tracking mechanism. SkyGlue code automatically detects the input, video, and images on the web page and automatically enables event tracking for those components.

In addition, SkyGlue also adds unique visitor information, so user can see the individual user's activities in Google Analytics now.

3 Why SkyGlue?

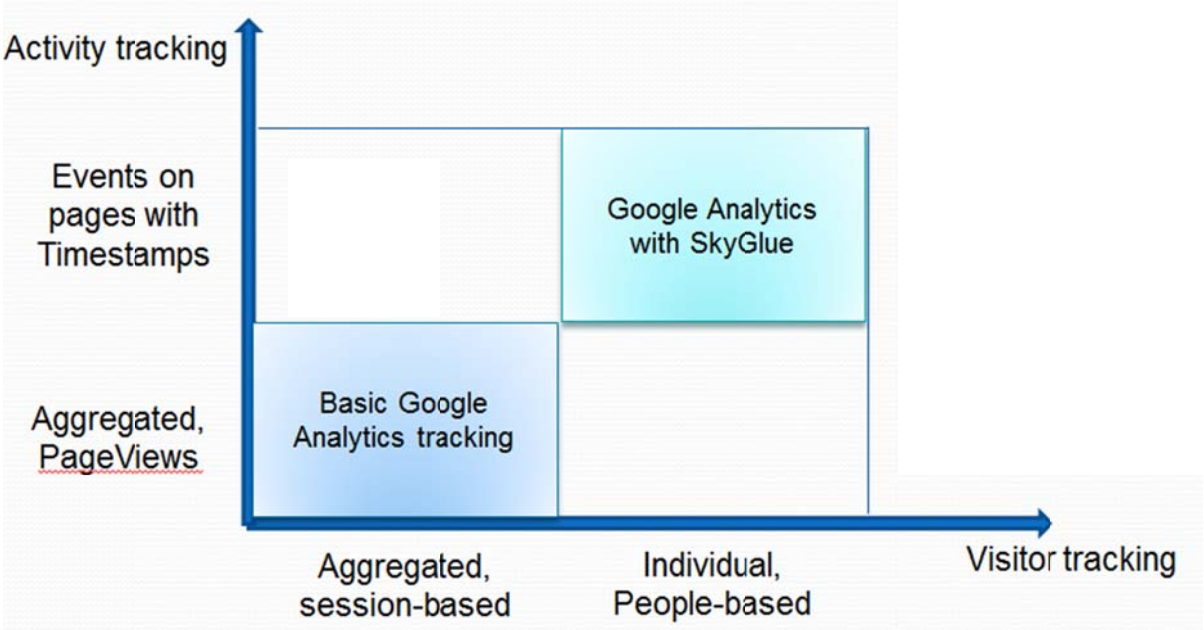
Google Analytics is an excellent web analytics tool, but it also has its own limitation:

1. Difficult to set up event tracking
2. Miss the information of individual user
3. No retrospect funnel
4. Does not create segmentation automatically
5. Does not aggregate the visits of same user from multiple computers (SkyGlue can aggregate all the visits of the user as long as user logs in)
6. Difficult to identify the outlier

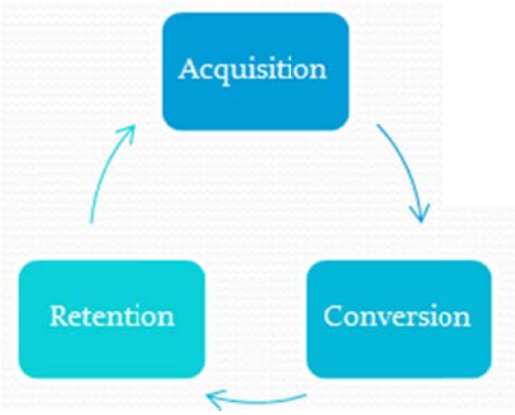
SkyGlue provides:

1. Seamless integration with Google Analytics. You can explore new data with existing new familiar interface.
2. An simple and elegant solution to make web event tracking super easy
3. Provide a mechanism to track individual user

SkyGlue wraps up the complexity of advanced data collection in Google Analytics with a simple snippet of JavaScript code. Following chart shows what additional data SkyGlue collects for you in addition to basic Google analytics.



Collecting such in-depth data open great opportunity for you to optimize customer acquisition expenses, improve your conversion funnels and increase your customer retention.



	Basic Google Analytics	Google Analytics with SkyGlue	Benefits
Acquisition channel analysis (Ad or SEO)	Session-based (visits)	People-based (individual visitor counts)	More accurate; concrete cases for visitors from each channel and their behavior
Conversion funnel analysis	Session-based (visits)	People-based (individual visitor counts), detailed activities (both events and virtual pageviews).	More accurate; concrete conversion/abandon cases for individual visitors
Retention Analysis	New or returning	Segment by cohort groups you created	More accurate; concrete cases for your best customers; Find the behavior of them and create more.
Registered user tracking	Unavailable	Anonymous or registered	Observe their difference in behavior
Form Analysis	Unavailable	Tracked automatically	Improve form completion rate and improve conversion
Customer Life-time behavior analysis	Unavailable	Follow individual visitor from first visit, to conversion, to active usage and beyond	Connect the dots of all visits by the same people

In this document, we provides some basic knowledge of Google event tracking and how to set up SkyGlue, then we dive into several key Google Analytics metrics to show how you can leverage the new data from SkyGlue to gain better insight of customer behaviors.

4 Event Tracking Basics

4.1 Google Event Tracking Overview

Event Tracking is a method available in the Google Analytics library (ga.js), which you can use to record user interaction with website elements, such as a Flash-driven menu system. This is accomplished by attaching the method call to the particular UI element you want to track. When used this way, all user activity on such elements is calculated and displayed as Events in the Analytics reporting interface. Additionally, pageview calculations are unaffected by user activity tracked using the Event Tracking method.

Before you can view event tracking results in your reports, you must set it up on your site following these steps.
Set up tracking on your site. Make sure you have set up tracking for your website. For information on setting this up, see Google Analytics on how to track sites. Then:

1. Call the _trackEvent() method in the source code of a page object, widget, or video.
2. The specification for the Google _trackEvent() method is:
   _trackEvent(category, action, opt_label, opt_value)

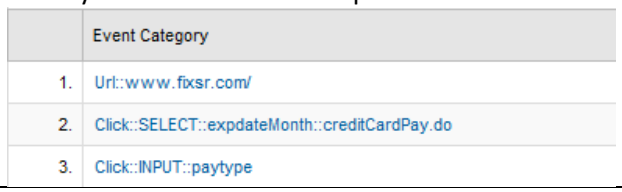
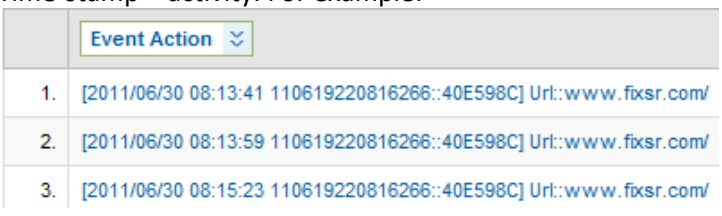
SkyGlue takes care of all those details for you. You just need to copy and paste SkyGlue's javascript snippet to your website. Then SkyGlue will automatically detect all the input, external links, widget, and video and set up event tracking.

4.2 SkyGlue Event Tracking Basics

The Google Event Tracking data model has the following components which map directly to elements in the Analytics Reports interface:

- categories
- actions
- labels
- values
- implicit count

Here is the definition of the event field in SkyGlue

Field	Required	Google Definition	SkyGlue Definition
category	required	The name you supply for the group of objects you want to track.	Activity of the user. For example: 
action	required	A string that is uniquely paired with each category, and commonly used to define the type of user interaction for the web object.	Time-stamp + activity. For example: 

label	optional	An optional string to provide additional dimensions to the event data	User identification. This is a hashed value of the user id on your website. For example: Event Label 1. UserId::110619220816266::40E598C 2. UserId::110712094424634::E061C11 3. UserId::110619024657130::9061AE5
value	optional	An integer that you can use to provide numerical data about the user event	Not used

1. View the reports. Once event tracking has been set up and working on your site for a day, go to the Content section of the reports and view Event Tracking.

4.3 SkyGlue Individual Visitor Tracking Basics

4.3.1 Unique user id

Since the term of Google Analytics, we cannot save user identify information, so we create a unique id to keep track of each user. Here is an example of user id: 110628224130211. It follows the format:

[Year][Month][Day][Hours in 24 hours][Minutes][Second][Unique ID]

The time is the time user visiting your website for the first time.

Before user become an registered user, it has a suffix "::sga". Once user registered on your website, we will generate another unique id to identify the user. For example, for the userid above, it has suffix "8B4D132", it is a hash value of user login on the website.

Below is an example we take from one of our customer's website:

21.	UserId::110628224130211::8B4D132
22.	UserId::110624145057244::63DC331
23.	UserId::110625072412803::sga
24.	UserId::110620055623696::sga
25.	UserId::110626191830166::FB90E58

4.	UserId::110620094643459::8BD7FEA	jpmorgan chase & co.
5.	UserId::110619145516l7::8BD7FEA	optimum online (cablevision systems)

same user

4.3.2 Customer Variables

We are using custom variable 5 to store the unique SkyGlue user id for each request; you can use it to create different segmentation.

Custom Variable	Key	Value
#5	sgAnonymousUsers	SkyGlue userid
#5	sgRegisteredUser	SkyGlue userid

4.3.3 Special Event

SkyGlue also defines 5 special events to help user to create segment easily based on user visit, login and registration.

Event Category	Description
sg::Login	User log in the website
sg::SwitchUser	This event is generated when the user registered on the website or change to a different registered userId.
url::[url]	URL event equals to pageview

4.4 SkyGlue Event Tracking Set Up

Before installing SkyGlue, please verify Google Analytics is installed on your website. SkyGlue supports both sync and async Google Analytics tracking code (*ga.js*). If you are using deprecated *urchin.js*, you need to update your Google Analytics tracking code to the latest version first. Latest Google Analytics tracker is faster and has more features.
To install SkyGlue, copy the tracking code in the setup assistant in your SkyGlue management portal, then paste it onto every page you want to track **immediately after your Google Analytics code**.

Example Tracking Code:

```
<!-- Start of SkyGlue Code -->
<script type="text/javascript">
var sgJsPrefix = (("https:" == document.location.protocol) ? "https://dc" : "http://cdn0");
document.write(unescape("%3Cscript src='" + sgJsPrefix + ".skyglue.com/sgtracker.js'
type='text/javascript'%3E%3C/script%3E"));
</script>
<script type="text/javascript">try{sgtracker.setSgAccount("uxpswzkg");}catch(err){}</script>
<!-- End of SkyGlue Code -->
```

After you have completed this step, SkyGlue will automatically track most of the clickable items on your pages and track every individual visitor as anonymous users. You do not need to change your production code in subsequent optional steps.

5 Explore the power of SkyGlue

Here we show several ways for you to explore the power of the data SkyGlue can bring to you. We have identify four basic use cases that SkyGlue's data can help you

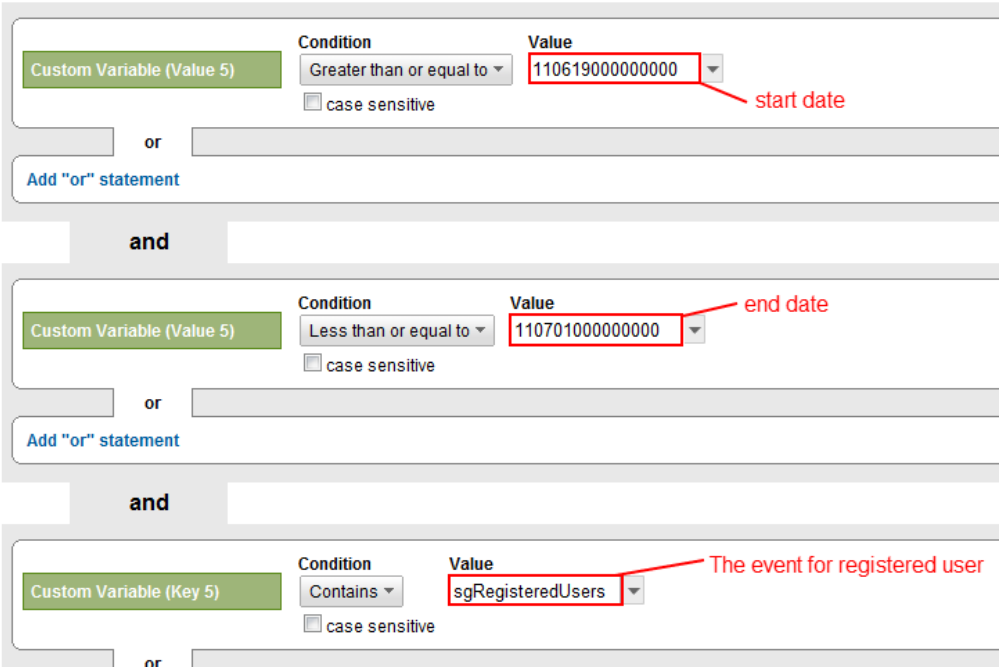
1. User segmentation
2. Improve goal conversion
3. Improve channel marketing efficiency
4. A new approach to visitor loyalty and recency

5.1 Visitor Segmentation

Based on this information defined in 4.3 SkyGlue individual user tracking basics, you can define several different segments:

5.1.1 User registered during a particular time period

For example, you can define a start date, end date and specify "custom variable 5" as "sgRegisteredUsers" like below:

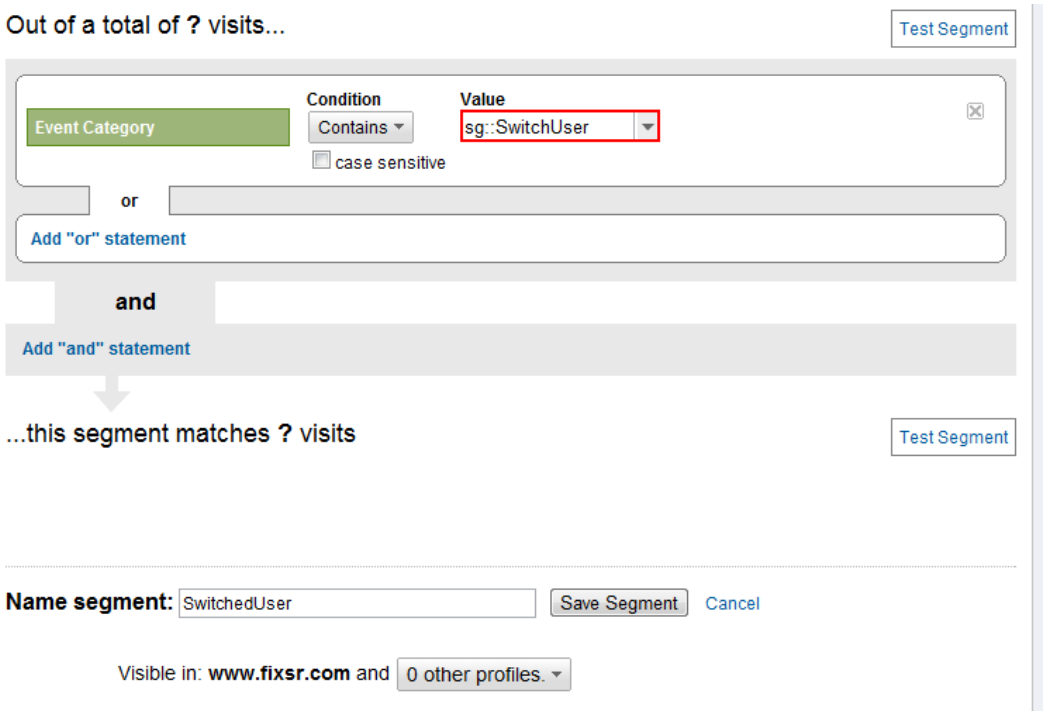


By using this segment, you can do a cohort analysis for people joining the website during same period.

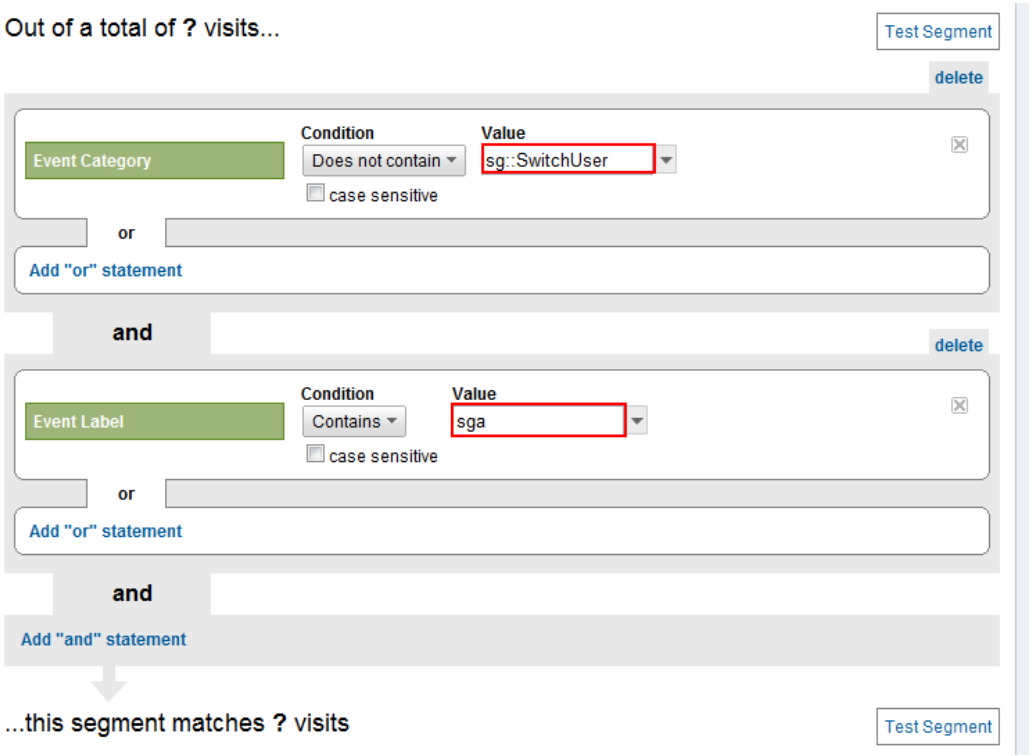
5.1.2 Switched /Non –Switched (Any two related events)

You can define this segmentation for any two related events

Here is an example of switched user:



5.1.3 Not switched user segment

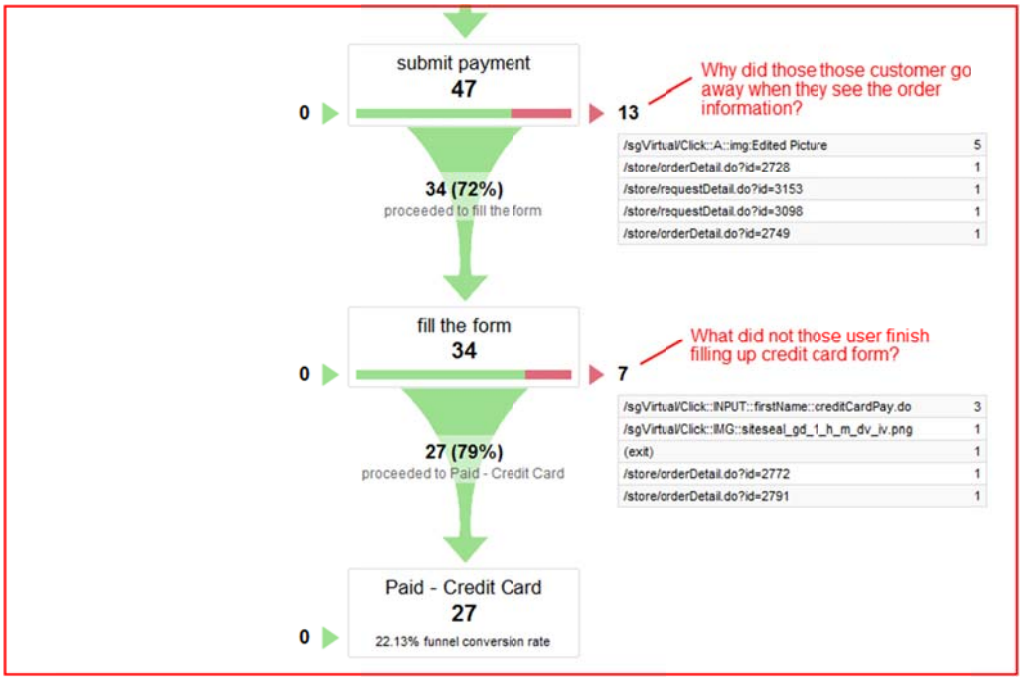


5.2 Improve Goal Conversion

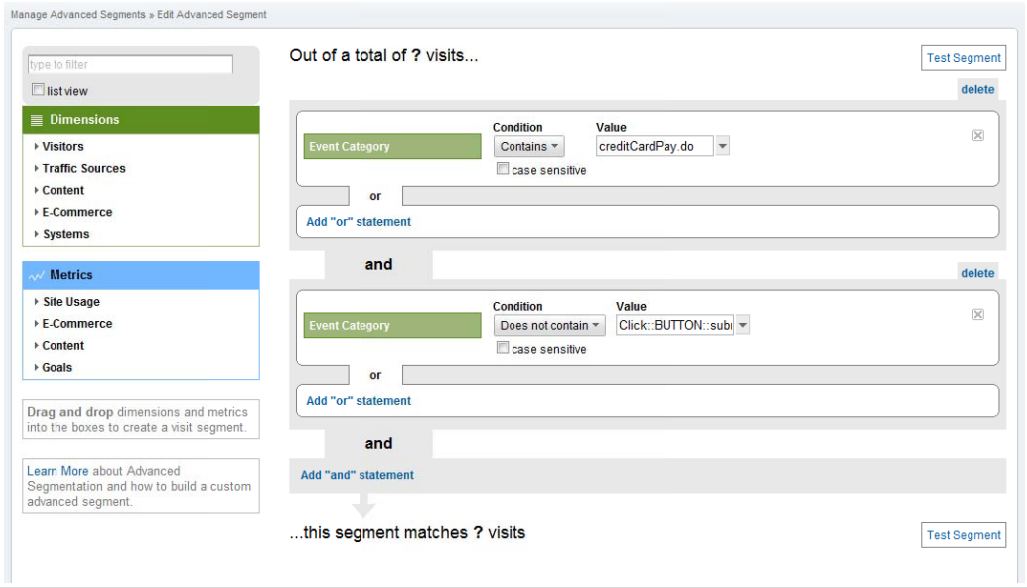
The most common question you may ask is “Why didn’t the customer buy?” Here, we walked through an example to show you how to use the additional information provided by SkyGlue to resolve the puzzle.

1. Find where the problem is? You can use GA funnel visualization or you can
2. Identify the segment of the use who didn’t convert
3. Identify the individual user
4. See the detailed step by step activities of the user

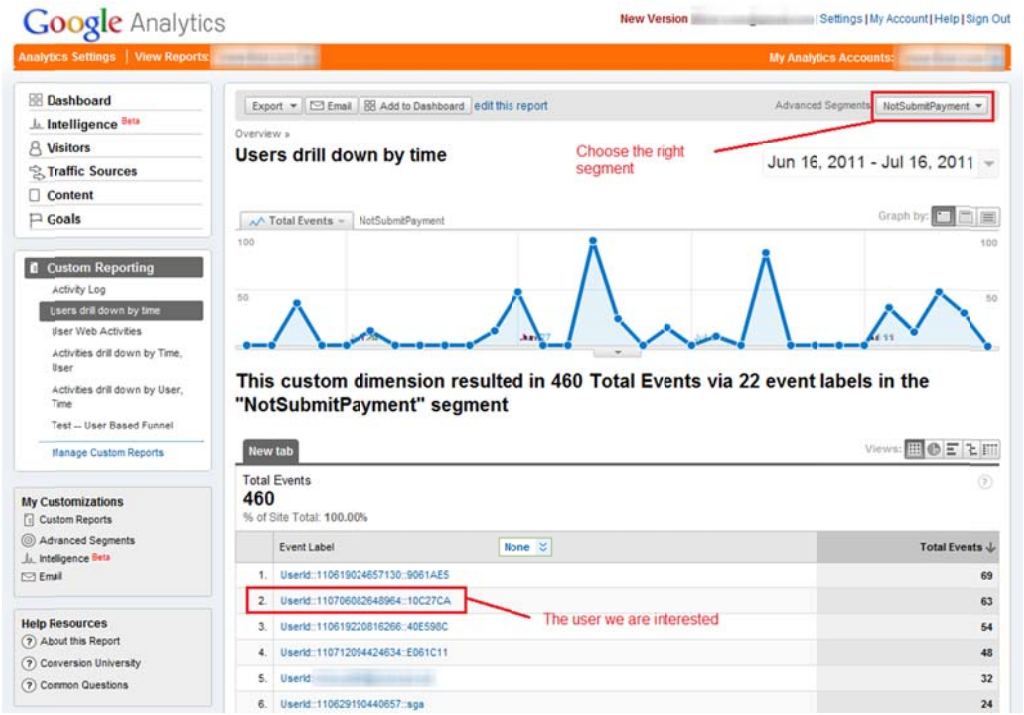
Step 1: Use the funnel to find out where the gap is



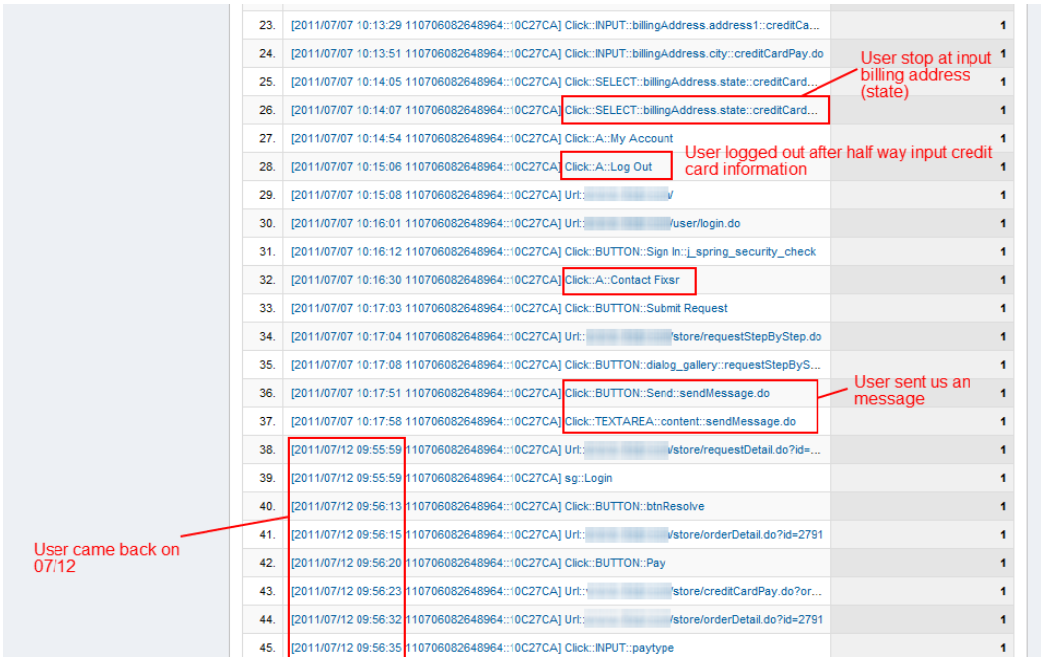
Step 2: Create Advanced Segment



Step 3: View the list of users


Google Analytics
Users drill down by time
Choose the right segment
Jun 16, 2011 - Jul 16, 2011
This custom dimension resulted in 460 Total Events via 22 event labels in the "NotSubmitPayment" segment
Total Events
460
The user we are interested

Step 4: View the user details:


User stop at input billing address (state)
User logged out after half way input credit card information
User sent us an message
User came back on 07/12

5.3 A new approach to visitor loyalty and recency

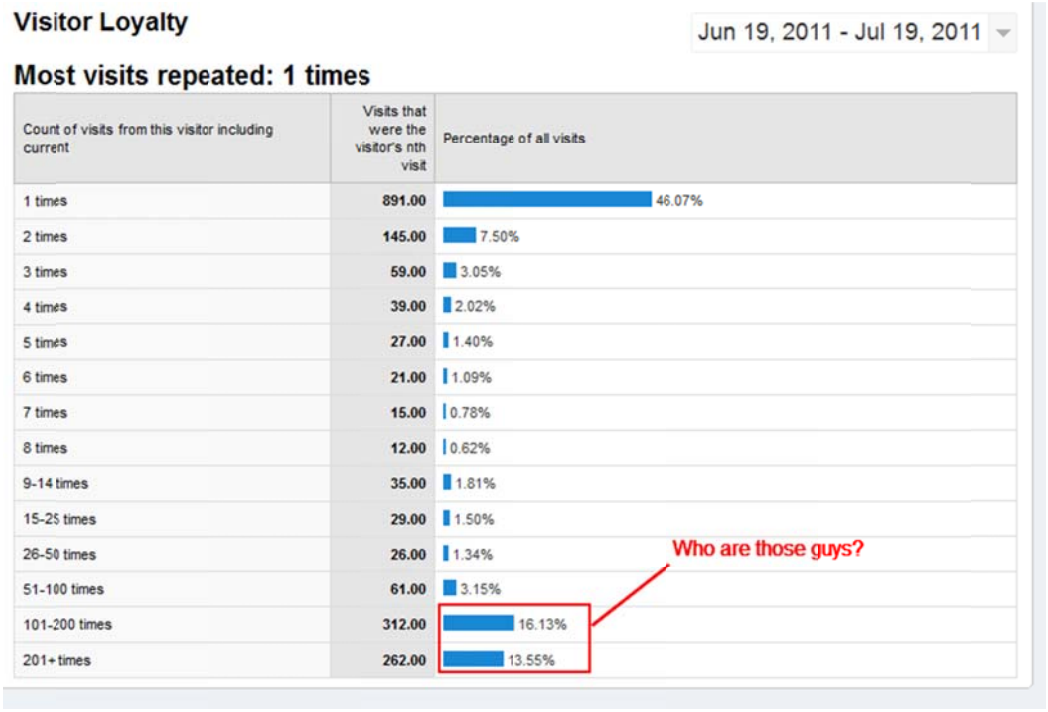
In Avinash's famous book "Web Analytics 2.0", he asked two questions

1. How many times did Avinash come to my website?
2. Avinash visited my website yesterday, but when was the last time he visited before that?

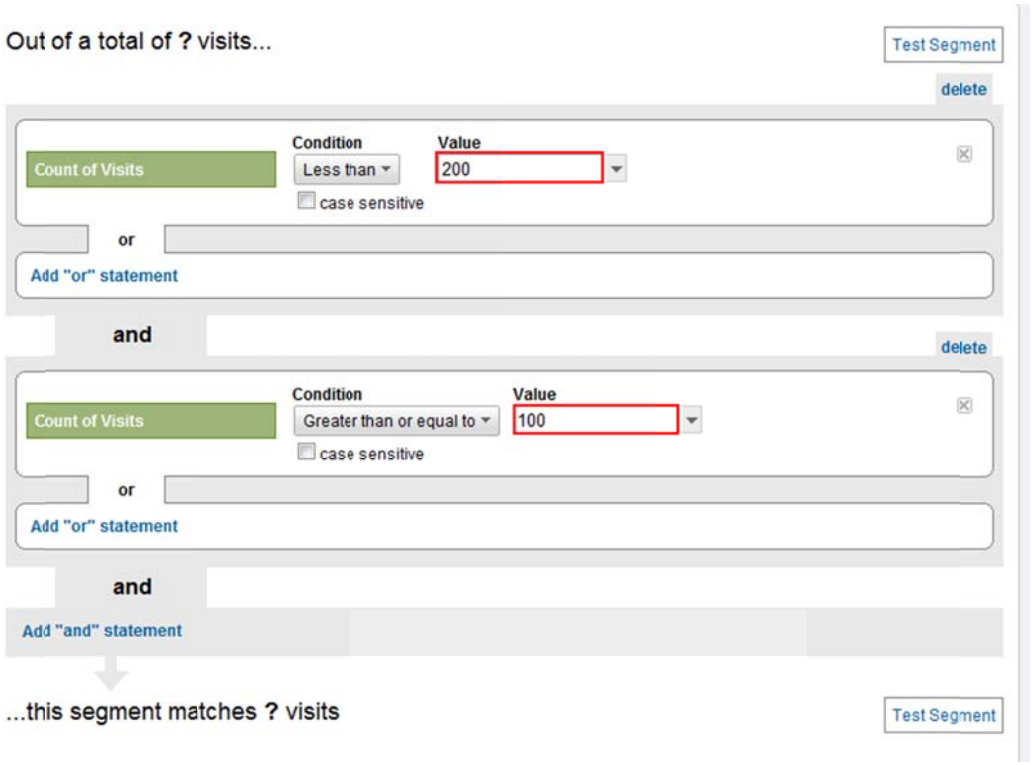
The traditional GA visitor loyalty gives you the distribution of visitor by their visit frequency. But if you want to focus on a particular group of users and interested in seeing what they do, you simple don't have that information. Now, SkyGlue bring that data to Google Analytics, you can see exactly what your top visitors do. Is it nice?

5.3.1 Visitor loyalty

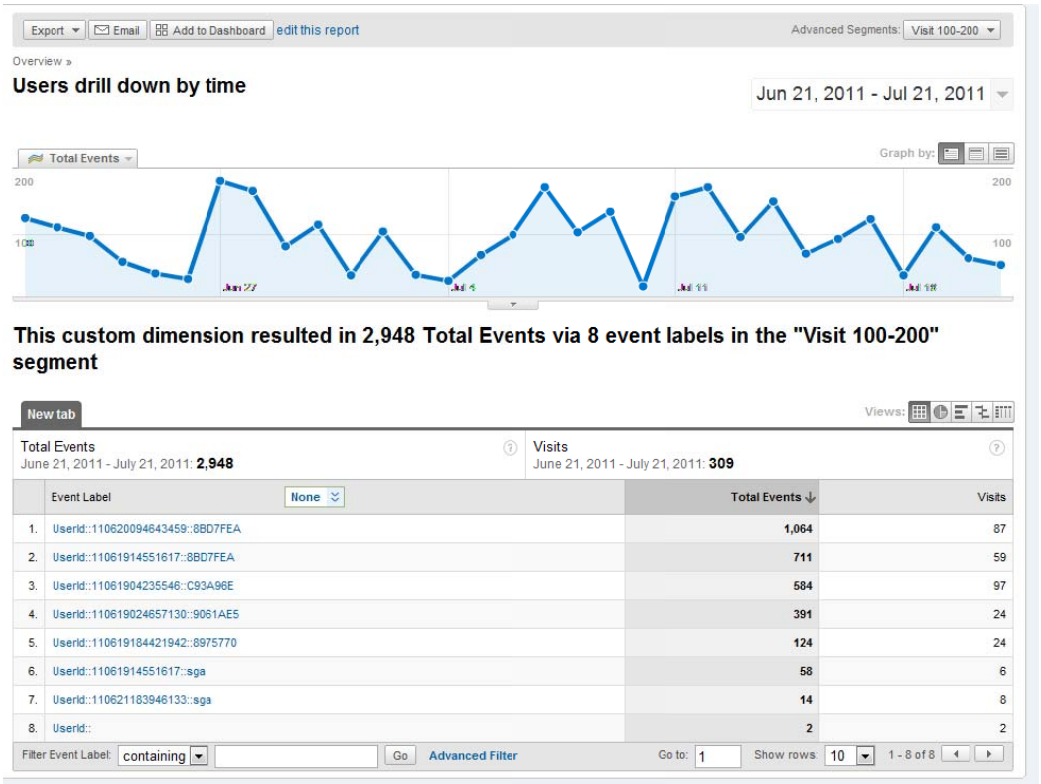
Step 1: get the classic Visitor loyalty report -- have you ever wonder what happened to your top users?


Visitor Loyalty
Jun 19, 2011 - Jul 19, 2011
Most visits repeated: 1 times
Count of visits from this visitor including current
Visits that were the visitor's nth visit
Percentage of all visits
1 times 891.00 46.07%
2 times 145.00 7.50%
3 times 59.00 3.05%
4 times 39.00 2.02%
5 times 27.00 1.40%
6 times 21.00 1.09%
7 times 15.00 0.78%
8 times 12.00 0.62%
9-14 times 35.00 1.81%
15-25 times 29.00 1.50%
26-50 times 26.00 1.34%
51-100 times 61.00 3.15%
101-200 times 312.00 16.13%
201+ times 262.00 13.55%
Who are those guys?

Step 2: Create a segment



Step 3: See who those visitors are



Step 4: See what they did

Overview » Event Label »
Users drill down by time
UserId::110619024657130::9061AE5
Jun 21, 2011 - Jul 21, 2011
Total Events
Graph by:
200
100
Jun 27
Jul 4
Jul 18
This custom dimension resulted in 391 Total Events via 381 event actions in the "Visit 100-200" segment
New tab
Views:
Total Events
June 21, 2011 - July 21, 2011: 391
Visits
June 21, 2011 - July 21, 2011: 24
Event Action
None
Total Events
Visits
1. [2011/07/12 04:03:32 110619024657130::9061AE5] Click::A::Louisa SETTLES 1 1
2. [2011/07/12 04:03:01 110619024657130::9061AE5] Click::BUTTON::Sign In::j_spring_security_check 1 1
3. [2011/07/12 04:02:18 110619024657130::9061AE5] Click::A::Litas Family 1 1
4. [2011/07/12 04:02:15 110619024657130::9061AE5] sg::Login 1 1
5. [2011/07/12 04:02:15 110619024657130::9061AE5] Url::www.fixsr.com/ 1 1
6. [2011/07/11 22:17:43 110619024657130::9061AE5] Url::www.fixsr.com/ 1 1
7. [2011/07/11 22:17:37 110619024657130::9061AE5] Url::www.fixsr.com/store/requestDetail.do?id=3036 1 1
8. [2011/07/11 22:17:28 110619024657130::9061AE5] Url::www.fixsr.com/ 1 1
9. [2011/07/11 22:17:23 110619024657130::9061AE5] Click::A::Home 1 1
10. [2011/07/11 22:17:04 110619024657130::9061AE5] Url::www.fixsr.com/store/requestDetail.do?id=3128 1 1
Filter Event Action: containing
Go
Advanced Filter
Go to: 1
Show rows: 10
1 - 10 of 381

5.3.2 Visitor recency

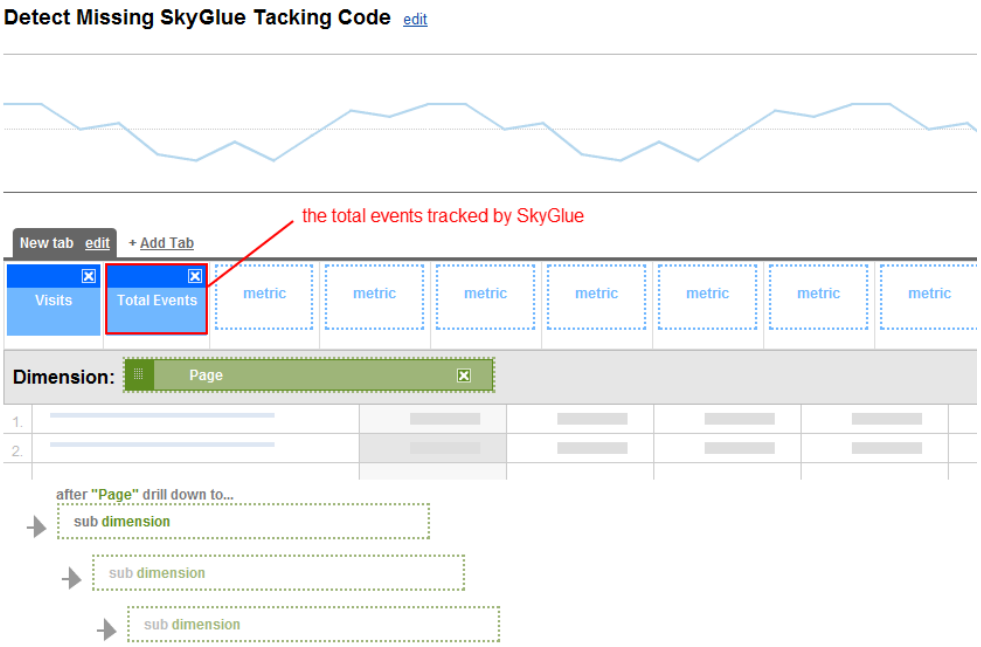
You can follow process described above to apply it to visitor recency report to find more details about your visitors.

6 FAQ

6.1 Why is the information shown by GA different from SkyGlue customized report?

GA and SkyGlue script have to be set up together to get the complete even tracking. Most likely this discrepancy is caused by missing SkyGlue script on some of the pages which have been tracked by GA.

One way to discover this discrepancy is to use this customized report



By comparing the visits tracked by GA and total events tracked by SkyGlue, you can easily spot the pages which don't have SkyGlue tracking code.